

11-08-00

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**UTILITY PATENT APPLICATION TRANSMITTAL**  
**(Only for new nonprovisional applications under 37 CFR 1.53(b))**

11/07/00 11/07/00  
Jc715 U.S. PTO  
Jc928 U.S. PTO  
09/707603  
11/07/00

Socket No. : 41023/FLC/W391  
Inventor(s) : Thilo Gabler  
Title : METHOD AND APPARATUS FOR INCENTIVE BASED  
ADVERTISEMENT  
Express Mail Label No. : EL483652207US

**ADDRESS TO:** Assistant Commissioner for Patents  
Box Patent Application  
Washington, D.C. 20231

Date: November 7, 2000

1. X **FEE TRANSMITTAL FORM** (*Submit an original, and a duplicate for fee processing*).

2. **IF A CONTINUING APPLICATION**

\_\_\_ This application is a \_\_\_ of patent application No. .

Prior application information: Examiner ; Group Art Unit:

\_\_\_ This application claims priority pursuant to 35 U.S.C. §119(e) and 37 CFR §1.78(a)(4),  
to provisional Application No. .

3. **APPLICATION COMPRISED OF**

**Specification**

16 Specification, claims and Abstract (total pages)

**Drawings**

7 Sheets of drawing(s) (FIGS. 1 to 7)

**Declaration and Power of Attorney**

\_\_\_ Newly executed

X Unexecuted declaration

\_\_\_ Copy from a prior application (37 CFR 1.63(d))(for continuation and divisional)

4. \_\_\_ **Microfiche Computer Program** (*Appendix*)

5. \_\_\_ **Nucleotide and/or Amino Acid Sequence Submission** (*if applicable, all necessary*)

\_\_\_ Computer Readable Copy

\_\_\_ Paper Copy (identical to computer copy)

\_\_\_ Statement verifying identity of above copies

6. **APPLICANT(S) STATUS UNDER 37 CFR § 1.27**

X Applicant(s) and any others associated with it/them under § 1.27(a) are a SMALL  
ENTITY

7. **ALSO ENCLOSED ARE**

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**UTILITY PATENT APPLICATION TRANSMITTAL**  
**(Only for new nonprovisional applications under 37 CFR 1.53(b))**

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Docket No.: 41023/FLC/W391

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- ☐ Preliminary Amendment
- ☐ A Petition for Extension of Time for the parent application and the required fee are enclosed as separate papers
- ☐ An Assignment of the invention with the Recordation Cover Sheet and the recordation fee are enclosed as separate papers
- ☐ This application is owned by pursuant to an Assignment recorded at Reel , Frame
- ☐ Information Disclosure Statement (IDS)/PTO-1449
- ☐ Copies of IDS Citations
- ☐ Certified copy of Priority Document(s) (*if foreign priority is claimed*)
- ☐ English Translation Document (*if applicable*)
- ☒ Return Receipt Postcard (MPEP 503) (should be specifically itemized).
- ☒ Other - Appendix "A"

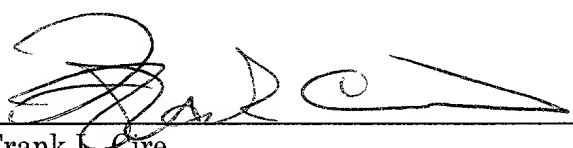
**8. CORRESPONDENCE ADDRESS**

***CHRISTIE, PARKER & HALE, LLP, P.O. BOX 7068, PASADENA, CA 91109-7068***  
**Customer Nunber: 23363**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By

  
\_\_\_\_\_  
Frank L. Cire  
Reg. No. 42,419  
626/795-9900

FLC/cmc

**FEE TRANSMITTAL  
UTILITY PATENT APPLICATION**

**DATE: November 7, 2000**

Docket No. : 41023/FLC/W391  
Inventor(s) : Thilo Gabler  
Title : METHOD AND APPARATUS FOR INCENTIVE BASED  
ADVERTISEMENT

**FEE DETERMINATION**

CLAIMS AS FILED					
	NUMBER FILED	NUMBER EXTRA	SMALL ENTITY RATE	LARGE ENTITY RATE	FEE
TOTAL CLAIMS	20 - 20	0	x \$9.00	x \$18.00	\$0.00
INDEPENDENT CLAIMS	5 - 3	0	2 x \$40.00	x \$80.00	\$80.00
MULTIPLE-DEPENDENT CLAIMS FEE			\$135.00	\$270.00	
BASIC FEE			\$355.00	\$710.00	\$355.00
TOTAL FILING FEE					\$435.00
List Independent Claims: 1, 7, 13, 14 and 20					

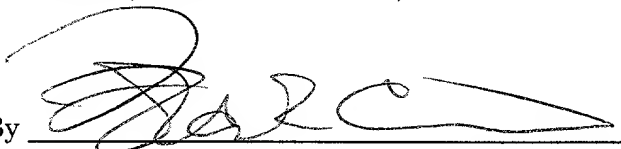
**METHOD OF PAYMENT**

- ☒ Payment Enclosed: Check for \$435.00
- ☒ The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required during the **entire pendency** of the application to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account. **A duplicate copy of this sheet is enclosed.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By

  
Frank L. Cire  
Reg. No. 42,419  
626/795-9900

CM/cmc

CC PAS284073.1-\* 11/7/00 10:59 AM

1 41023/FLC/W391

METHOD AND APPARATUS FOR INCENTIVE BASED ADVERTISING

5 BACKGROUND OF THE INVENTION

10 The advent Internet has created an opportunity to target advertising down to the level of an individual consumer. The Internet makes this possible because the medium is composed of a global network of general purpose computers for both the display and the dissemination of advertising content. Both the content server and the client used by a consumer to access the content server can be programmed to collect information from each consumer accessing the content server. In response to being targeted at an individual level, technologically astute consumers have responded by avoiding content servers that collect personal information used in targeting advertisements.

15 Advertisers need a way to deliver targeted advertisements to technologically astute consumers who currently avoid content servers intending to collect consumer information for targeted advertisements. The present invention meets such a need by providing a tangible benefit in exchange for receiving targeted advertisements.

20 SUMMARY OF THE INVENTION

25 A method system is provided by the present invention for creating an incentive based advertising program over the Internet. An advertising server maintains advertisement content intended for viewers matching a specific viewer profile. The advertising server receives a viewer profile for a viewer and selects advertisement content based on the viewer profile. The server generates an advertisement by selecting from the advertisement content based on the viewer profile and sends the advertisement to the viewer. The viewer is then entered into a

database of eligible viewers and at least one viewer is selected from the database of eligible viewers to receive an incentive.

5 The advantages offered by the present invention to advertisers include having a permission-based, one-on-one environment in which an existing television or radio commercial advertising content is streamed to a viewer whose profile corresponds directly with the advertiser's target audience in  
10 terms of gender, age, language, location and product preference. A further advantage is that no extra production cost is involved in producing the advertising content because existing television and radio commercials are used to create advertising content.

15 A further advantage is that an advertiser has the opportunity to couple advertising content with a direct link to the advertiser's own Web site. This allows a viewer to conclude a sale or acquire additional information about the products or services featured in the advertising content.

20 A further advantage of the present invention is that advertiser's receive a direct response from the viewer about the quality of the advertising content.

25 A further advantage of the present invention is that each viewing of advertising content is accounted for creating a low-cost, pay-per-view advertising format as opposed to the traditional "machine-gun" approach of television and radio commercials.

#### BRIEF DESCRIPTION OF THE DRAWINGS

30 These and other features, aspects, and advantages of the present invention will become better understood with regard to the following description, appended claims, and accompanying drawings where:

FIG. 1 is a deployment diagram for an incentive based advertising system using the Internet;

FIG. 2 is an architecture diagram for a general purpose computer adapted for use as a sweepstakes server;

5 FIG. 3 is a sequence diagram of a viewer registration process according to the present invention;

FIG. 4 is a sequence diagram of an advertiser registration process according to the present invention;

10 FIG. 5 is a sequence diagram of a process of viewing a commercial and gaining a sweepstakes entry according to the present invention;

FIG. 6 is a sequence diagram of an advertiser data access process according to the present invention;

15 FIG. 7 is a process flow diagram of a winner selection process;

APPENDIX A is a Web site specification according to the present invention.

#### DETAILED DESCRIPTION

20 An incentive based advertising system provides a platform for streaming television and radio commercials to a micro-targeted and motivated viewing audience around the world. The advertiser specifies the profile of a consumer to whom the commercial is shown based on gender, age, language, location  
25 (country and zip/postal codes) and product preference. In one embodiment, the popular principle of a sweepstakes competition is used to entice viewers to view advertising content.

FIG. 1 is a deployment diagram for an incentive based advertising system using the Internet. Advertising server 2 is  
30 hosted by advertising host 4. The advertising server communicates to clients and other servers via Internet 6. The advertising server is operably coupled to the Internet via advertising communications link 8 adapted for communications using Hyper Text Transfer Protocol (HTTP). The advertising  
35 server coordinates the activities of the incentive base

advertising system. The advertising server generates and serves documents written in Hyper Text Markup Language (HTML) implementing viewer applications for registration and viewing of advertising content. The specifications for the viewer applications are fully described in APPENDIX A. The advertising server also generates and serves documents written in HTML implementing advertiser applications for managing advertising content and retrieving viewing histories.

FIG. 2 is an architecture diagram for a general purpose computer adapted for use as an advertising host. Microprocessor 100, comprised of a Central Processing Unit (CPU) 110, memory cache 120, and bus interface 130, is operatively coupled via system bus 135 to main memory 140 and I/O control unit 145. The I/O interface control unit is operatively coupled via I/O local bus 150 to disk storage controller 195, video controller 190, keyboard controller 185, and communications device 180. The communications device is adapted to allow software objects hosted by the general purpose computer to communicate via a network with other software objects. The disk storage controller is operatively coupled to disk storage device 125. The video controller is operatively coupled to video monitor 160. The keyboard controller is operatively coupled to keyboard 165. The network controller is operatively coupled to communications device 196.

Computer program instructions implementing an advertising server according to the current invention are stored on the disk storage device until the microprocessor retrieves the computer program instructions and stores them in the main memory. The microprocessor then executes the computer program instructions stored in the main memory to implement the advertising server.

Referring again to FIG. 1, advertising server 2 is operably coupled to local area network (LAN) 10. Database server 12, hosted by database host 14 is operably coupled to the LAN. The

advertising server communicates to the database server via the LAN. The database server provides services for querying and updating a plurality of databases used by the advertising server. Viewer profile database 16 contains viewer profiles of viewers using the system. Advertising database 18 contains profiles of advertising content available through the incentive based advertising system. Viewer reaction database 18 contains the reactions of viewers to advertising content. Accounting database 22 contains accounting information used to track viewership of the advertising content. Eligibility database 42 contains the viewer IDs of viewers eligible for an incentive selection. Viewers access the advertising server using viewer browser 24 hosted by viewer host 26. The viewer browser is operably coupled to Internet 6 via viewer communications link 28. The viewer communications link is adapted for transferring HTML document using HTTP. Advertisers access the advertising server using advertiser browser 36 hosted by advertiser host 38. The advertiser browser is operably coupled to the Internet via advertiser communications link 40 adapted for transferring HTML documents using HTTP. Streaming server 30 is hosted by streaming host 32. The streaming server is operably coupled to the Internet via streaming communications link 34 adapted for transferring streaming media content from the streaming server to the viewer browser. The streaming server provides the actual advertising content to a viewer as specified by the advertising server.

FIG. 3 is a sequence diagram of a viewer registration process according to the present invention. A viewer uses viewer browser 24 to send identifying information 202 to advertising server 2. The viewer identification information includes an indication of the viewer's physical location, such as a zipcode, an indication of the types of products the viewer is interested in, the age of the viewer, the preferred language of the viewer,



gender of the viewer, and the bandwidth of the viewer's communications link. The advertising server creates 204 a viewer profile 206 based on the identifying information sent by the viewer browser and sends the viewer profile to database server 12. The database server stores 208 the viewer profile in viewer profile database 16 (FIG. 1).

FIG. 4 is a sequence diagram of an advertiser registration process according to the present invention. An advertiser uses advertising browser 36 to send advertising content 302 to advertising server 2. In one embodiment, the advertising content is in the form of a video commercial suitable for broadcast on a cable network or other video broadcast medium. In another embodiment, the advertising content is in the form of an audio commercial suitable for replay over a radio or other audio broadcast medium. The advertising server forwards the advertising content 314 to streaming server 30. Alternatively, the advertiser sends the advertising content directly to the streaming server and sends a Uniform Resource Locator (URL) pointing to the advertising content to the advertising server. In one embodiment, advertising content includes separate data sets encoded in different formats. The different formats are used to serve advertising content appropriate to the bandwidth of viewer communications link 28 (FIG. 1). For example, if a viewer is connected using a viewer communications link with a limited bandwidth, then a highly compressed version of the advertising content is provided. With higher bandwidths, higher quality and less compressed versions of the advertising content may be provided. Alternatively, the streaming server may create compressed versions on demand of the advertising content from a single stored version of the advertising content. The streaming server stores 304 the advertising content for the advertiser and makes the advertising content available to clients via Internet 6 (FIG. 1).

Alternatively, the advertising host 4 (FIG. 1) hosts the streaming server.

5 The advertiser uses the advertiser browser to send desired viewer characteristics to advertising server 2. The advertising server creates 308 a desired viewer profile 310 and sends the desired viewer profile and advertising content location to database server 12. The desired viewer profile includes the  
10 characteristics of an ideal viewer as envisioned by the advertiser. The desired viewer profile includes an indication of an ideal viewer's physical location, such as a zipcode, an indication of the types of products an ideal viewer is interested in, the age range of an ideal viewer, the preferred language of  
15 an ideal viewer, and the gender of an ideal viewer. The database server stores 312 the desired viewer profile and advertising content location in advertising database 18 (FIG. 1).

FIG. 5 is a sequence diagram of a process of viewing advertising content and gaining an opportunity to win an incentive according to the present invention. A viewer uses  
20 viewer browser 24 to send login information 402 to advertising server 2. The advertising server uses the login information to identify the viewer and sends viewer ID 404 to the database server as a viewer profile query. The database server uses the viewer profile query to query 408 viewer profile database 16 to get a viewer profile 406 for the viewer. The advertising server  
25 uses the viewer profile to build 410 advertising query 412 used to obtain links to advertising content on streaming server 30 (FIG. 1). The advertising server sends the advertising query to the database server. The database server queries 414 advertising  
30 database 18 for locations to advertising content intended by an advertiser for an ideal viewer matching the viewer profile of the viewer. The database server sends back advertising links 416 to the advertising server. The advertising server builds 418  
35 advertising selection Web page 420 for use by the viewer in

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selecting advertising content for viewing. In one embodiment,  
the amount of advertising content viewable by a viewer in one day  
5 is restricted. In another embodiment, the order of the  
advertising content links included in the advertising selection  
Web page is determined by advertisers paying premiums to be  
included in the most advantageous locations in the advertising  
selection Web page. The advertising selection Web page is sent  
10 to the viewer browser and the viewer selects advertising content  
to view. Advertisement selection 422 is sent to the advertising  
server and advertising selection 424 is sent to the database  
server by the advertising server. The database server stores 426  
the advertising selection in accounting database 22 (FIG. 1).  
15 Advertising request 428 is sent to streaming server 30 and  
advertising content 430 is sent in response. The viewer browser  
displays 432 the advertising content. Alternatively, the viewer  
browser buffers the advertising content in a local datastore on  
viewer host 26 (FIG. 1). This allows a viewer to continue using  
20 the viewer host for other tasks while the advertising content is  
being downloaded from the streaming server. At the end of the  
display, the viewer enters 434 the viewer's reaction 436 to the  
advertising content. The viewer's reaction is sent to the  
advertising server and the advertising server sends 438 the  
25 viewer reaction to the database server. The database server  
stores 440 the viewer reaction in viewer reaction database 20  
(FIG. 1). The advertising server sends the viewer's viewer ID  
442 to the database server and the database server stores 444 the  
viewer ID in eligibility database 42 (FIG. 1). Entry of the  
30 viewer's viewer ID in the eligibility database makes the viewer  
eligibly for selection of an incentive award.

In one embodiment, the viewer is presented with a hyperlink  
to an advertiser's Web site where the viewer may find out more  
information about or purchase the advertiser's products.

35

FIG. 6 is a sequence diagram of an advertiser data access process according to the present invention. An advertiser uses advertising browser 36 to send viewer reaction request 502 including an advertising content ID to advertising server 2. The advertising server uses the advertisement ID to create advertising ID query 504 sent to database server 12. The database server uses the advertising ID query to query viewer reaction database 20 for viewer reactions in response to advertising content specified by the advertising content ID. The viewer reactions 508 are sent to the advertising server. The advertising server creates 510 viewer reaction Web page 512 and sends the viewer reaction Web page to the advertising browser.

15 An advertiser uses the advertising browser to send advertising data request 514 including advertising content ID 516 to the advertising server. The advertising server sends the advertisement ID in the form of a query to the database server and the database server queries the accounting database for advertising data 520 statistics about the number of times the advertising content has been served to a viewer. The advertising data is sent to the advertising server where the advertising server creates 522 advertising data Web page 524 using the advertising data. The advertising data Web page is sent to the advertising browser for display to the advertiser.

FIG. 7 is a process flow diagram of a winner selection process used by advertising server 2 (FIG. 1) to select a viewer to receive an incentive from a pool of eligible viewers. The advertising server receives 602 a start and end date from an advertising server administrator. The advertising server uses the start and end dates to query 604 eligibility database 42 for viewer IDs of viewers who viewed advertising content and responded to viewer reaction queries during the dates specified by the start and stop dates. The advertising server then

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randomly selects 606 a viewer to receive an incentive from the viewer IDs.

5 The preceding description has been presented with reference to specific embodiments of the invention shown in the drawings. Workers skilled in the art and technology to which this invention pertains will appreciate that alteration and changes in the described processes and structures can be practiced without  
10 departing from the spirit, principles and scope of this invention.

Accordingly, although this invention has been described in certain specific embodiments, many additional modifications and variations would be apparent to those skilled in the art. It is  
15 therefore to be understood that this invention may be practiced otherwise than as specifically described. Thus, the present embodiments of the invention should be considered in all respects as illustrative and not restrictive, the scope of the invention to be determined by the claims supported by this application and  
20 their equivalents rather than the foregoing description.

25

30

35

WHAT IS CLAIMED IS:

- 5 1. A method for incentive advertising, comprising:  
receiving a viewer profile, the viewer profile  
including a viewer identification;  
selecting advertising content based on the viewer  
profile;  
10 sending the advertisement content for display to the  
viewer; and  
recording the viewer identification for awarding an  
advertising incentive.
- 15 2. The method of Claim 1, wherein the advertising incentive  
is an entry into a game of chance.
- 20 3. The method of Claim 1, wherein:  
the viewer profile further includes advertising  
content viewing preferences of the viewer; and  
selecting the advertising content is based on the  
advertising content viewing preferences of the viewer.
- 25 4. The method of Claim 1, wherein:  
the viewer profile further includes a physical  
location of the viewer; and  
selecting the advertising content is based on the  
physical location of the viewer.
- 30 5. The method of Claim 1, wherein:  
the viewer profile further includes a language  
preference; and  
selecting the advertising content is based on the  
language preference of the viewer.

6. The method of Claim 1, the method further comprising:  
receiving a desired viewer profile from an advertiser;  
5 linking the desired viewer profile to a particular  
advertising content; and  
selecting the particular advertising content to send  
to the viewer upon matching the viewer profile to the  
desired viewer profile.

10 7. A method for incentive advertising, comprising:  
sending a viewer profile, the viewer profile including  
a viewer identification;  
displaying advertising content, the advertising  
15 content selected based on the viewer profile; and  
receiving an advertising incentive.

20 8. The method of Claim 7, wherein the advertising incentive  
is an entry into a game of chance.

25 9. The method of Claim 7, wherein:  
the viewer profile further includes advertising  
content viewing preferences of the viewer; and  
selecting the advertising content is based on the  
advertising content viewing preferences of the viewer.

30 10. The method of Claim 7, wherein:  
the viewer profile further includes a physical  
location of the viewer; and  
selecting the advertising content is based on the  
physical location of the viewer.

35 11. The method of Claim 7, wherein:  
the viewer profile further includes a language  
preference; and

selecting the advertising content is based on the language preference of the viewer.

5

12. The method of Claim 7, the method further comprising:  
receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to a particular advertising content; and  
10 selecting the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.

15

13. A method for incentive advertising, comprising:  
receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to advertising content;  
receiving a viewer profile, the viewer profile including viewer identification, viewer advertising content viewing preferences, viewer language preference, and viewer physical location;  
20 selecting advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile;  
25 sending the advertisement content for display to the viewer; and  
recording the viewer identification for entry into a game of chance.

30

14. A data processing system adapted for incentive advertising, comprising:  
a processor; and  
a memory operably coupled to the processor and having program instructions stored therein, the processor

35



being operable to execute the program instructions,  
the program instructions including:

5 receiving a viewer profile, the viewer profile  
including a viewer identification;  
selecting advertising content based on the viewer  
profile;  
10 sending the advertisement content for display to  
the viewer; and  
recording the viewer identification for awarding  
an advertising incentive.

15 15. The data processing system of Claim 14, wherein the  
advertising incentive is an entry into a game of chance.

20 16. The data processing system of Claim 14, wherein:  
the viewer profile further includes advertising  
content viewing preferences of the viewer; and  
selecting the advertising content is based on the  
advertising content viewing preferences of the viewer.

25 17. The data processing system of Claim 14, wherein:  
the viewer profile further includes a physical  
location of the viewer; and  
selecting the advertising content is based on the  
physical location of the viewer.

30 18. The data processing system of Claim 14, wherein:  
the viewer profile further includes a language  
preference; and  
selecting the advertising content is based on the  
language preference of the viewer.

35

19. The data processing system of Claim 14, the program instructions further including:

5 receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to a particular  
advertising content; and  
selecting the particular advertising content to send  
to the viewer upon matching the viewer profile to the  
10 desired viewer profile.

20. A data processing system adapted for incentive  
advertising, comprising:

15 a processor; and  
a memory operably coupled to the processor and having  
program instructions stored therein, the processor  
being operable to execute the program instructions,  
the program instructions including:  
20 receiving a desired viewer profile from an  
advertiser;  
linking the desired viewer profile to advertising  
content;  
receiving a viewer profile, the viewer profile  
including viewer identification, viewer  
25 advertising content viewing preferences, viewer  
language preference, and viewer physical  
location;  
selecting advertising content to send to the  
viewer upon matching the viewer profile to the  
30 desired viewer profile;  
sending the advertisement content for display to  
the viewer; and  
recording the viewer identification for entry  
into a game of chance.

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METHOD AND APPARATUS FOR INCENTIVE BASED ADVERTISING

ABSTRACT OF THE DISCLOSURE

A method and system for incentive based advertisement. Advertising viewers register with an advertising server. The advertising server collects viewer profile data from the advertising viewers. Advertisers describe to the advertising server a profile of an ideal advertising viewer and link advertising content to the profile. A viewer logs on to the system and receives advertising content selected to fit the viewer's profile. The viewer watches the advertising and receives an incentive in the form of an entry into a sweepstakes.

FLC/flc

CC PAS282808.1--\*-11/6/00 5:04 PM

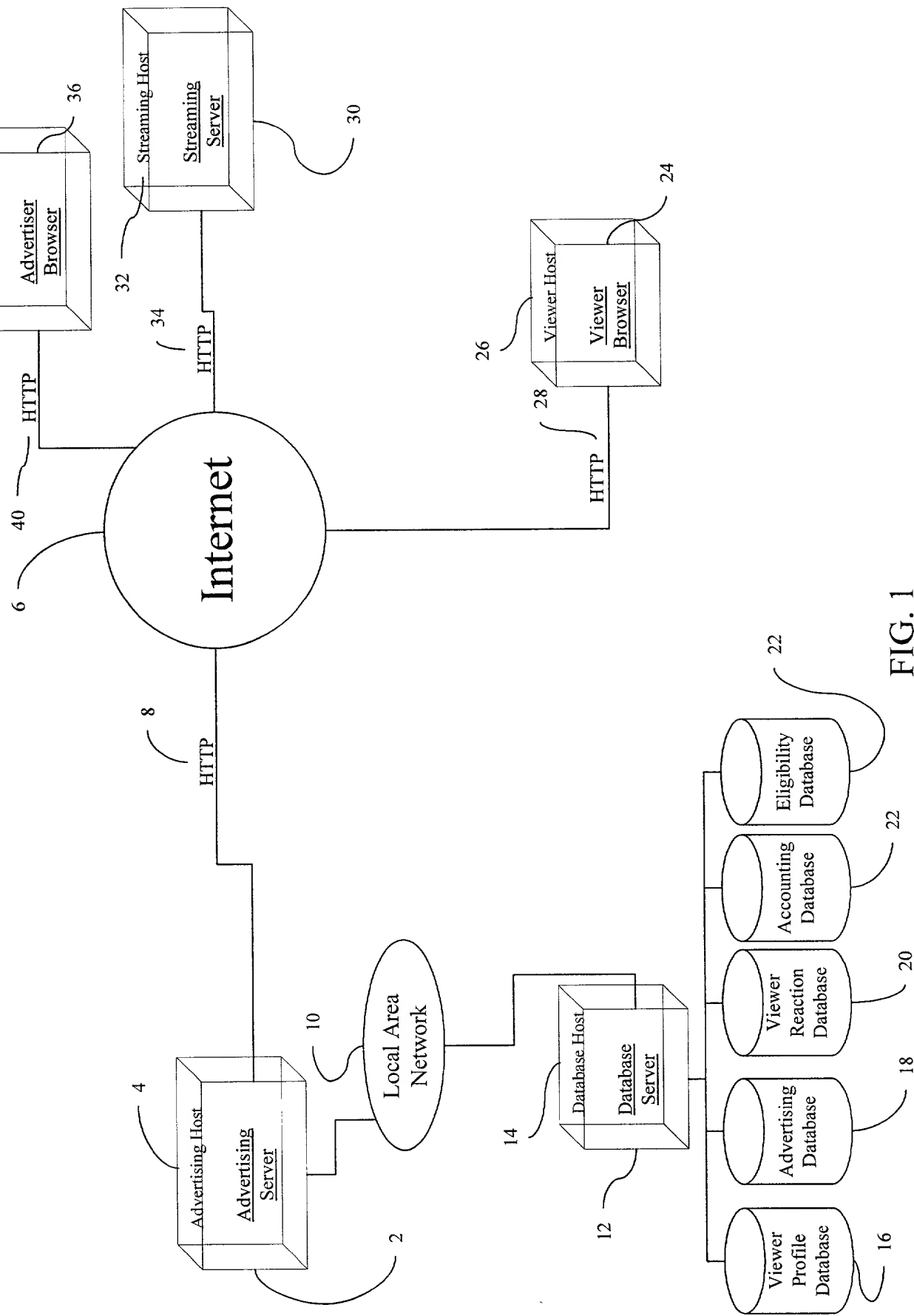


FIG. 1

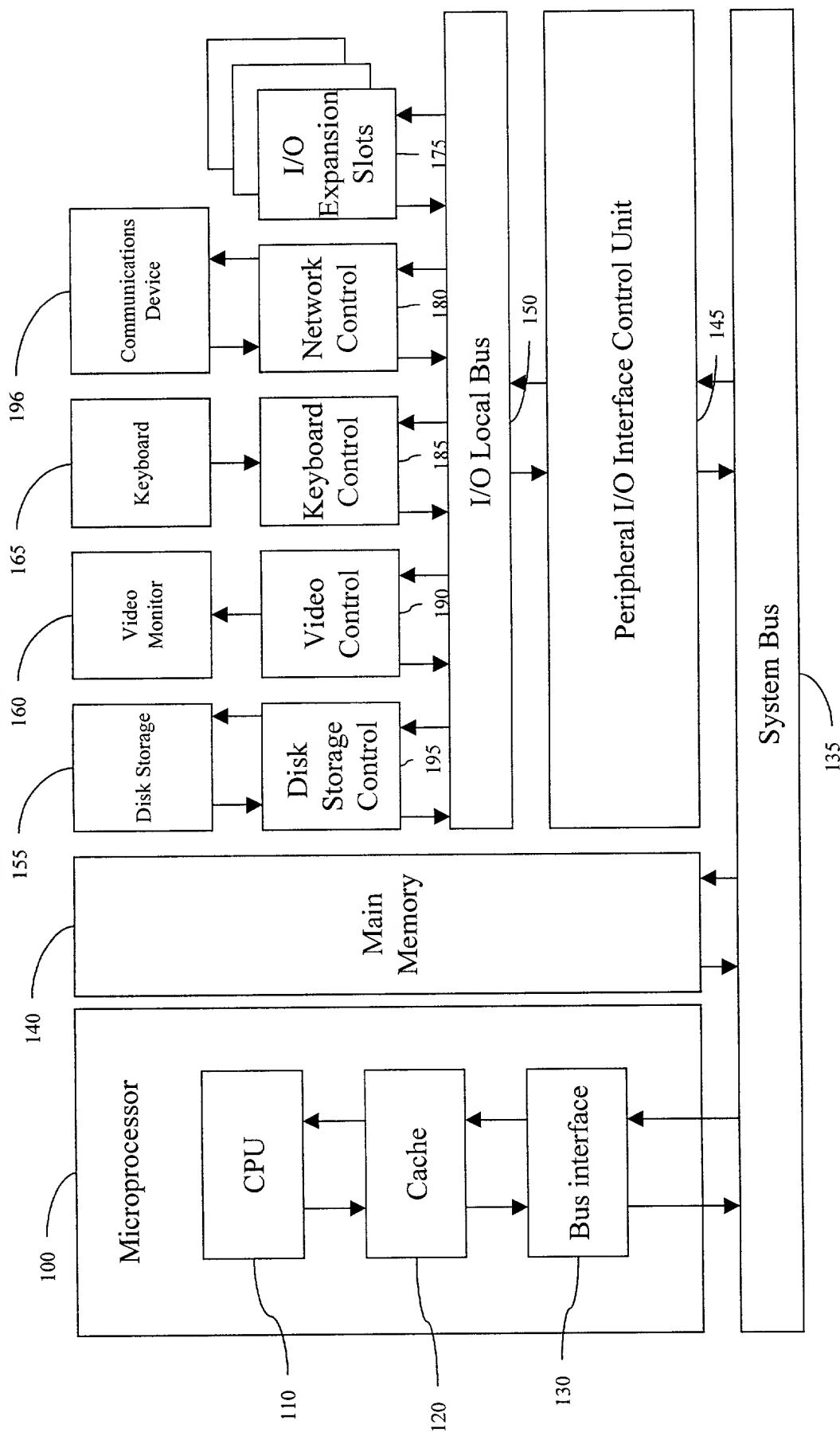


FIG. 2

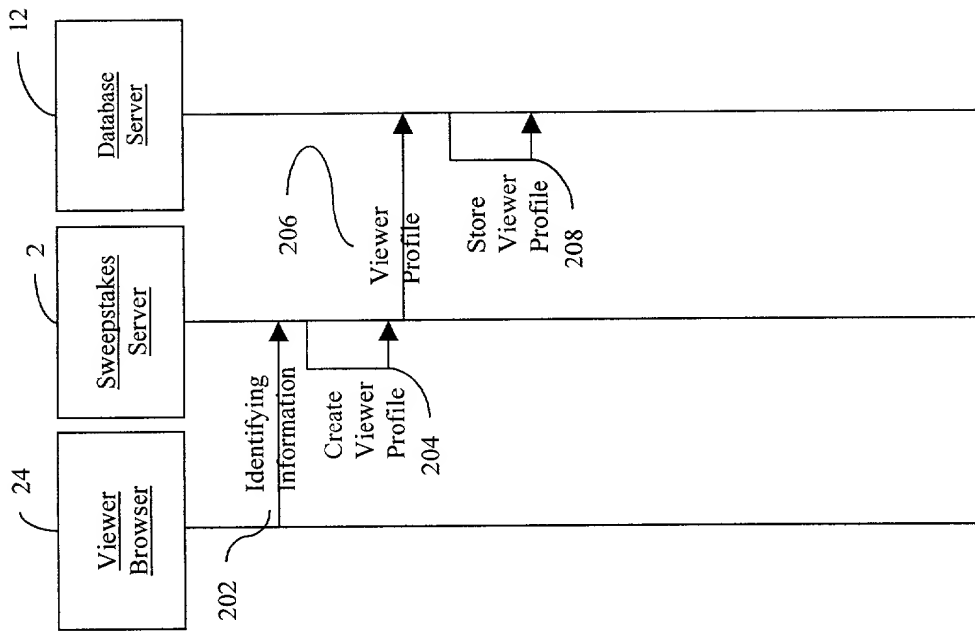


FIG. 3

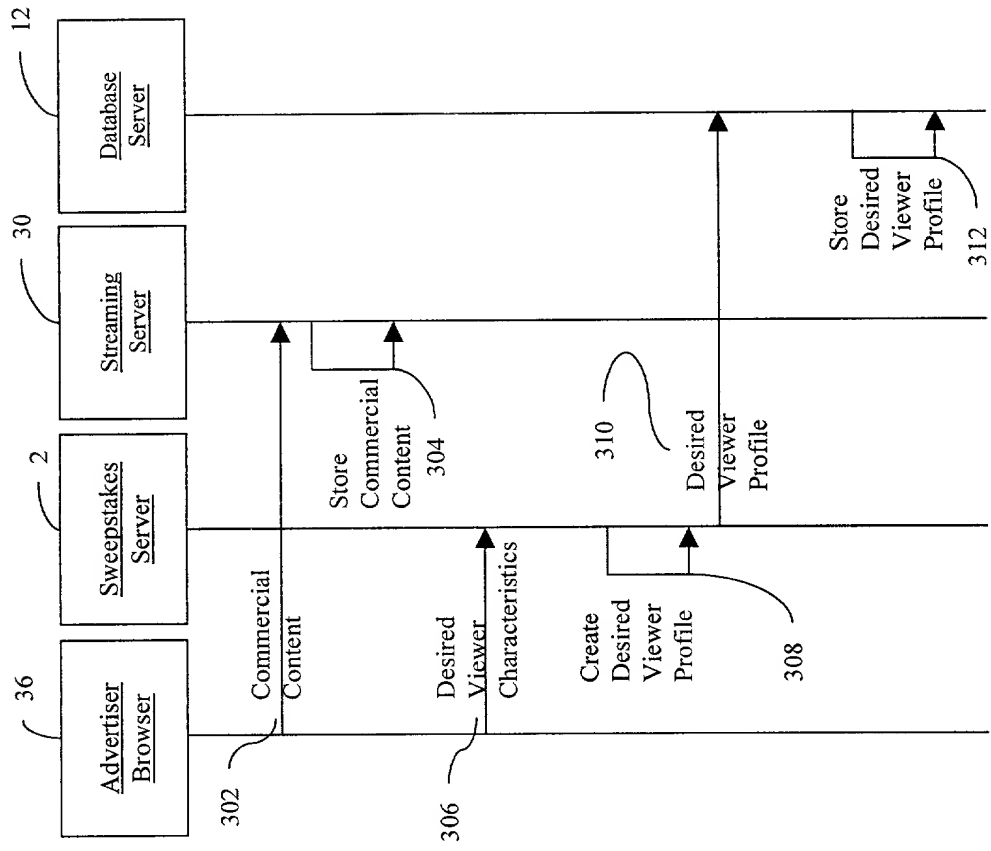


FIG. 4

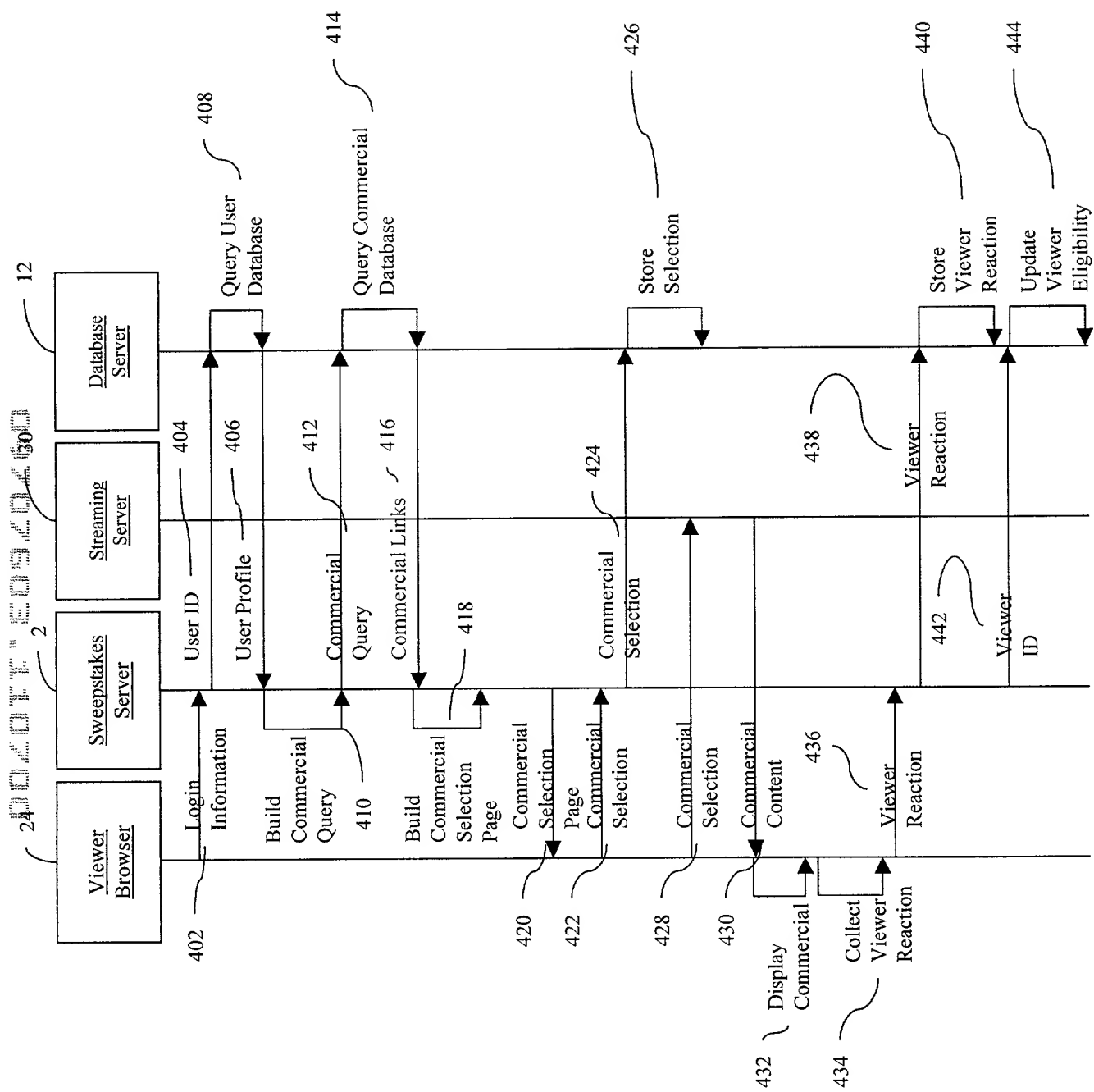


FIG. 5



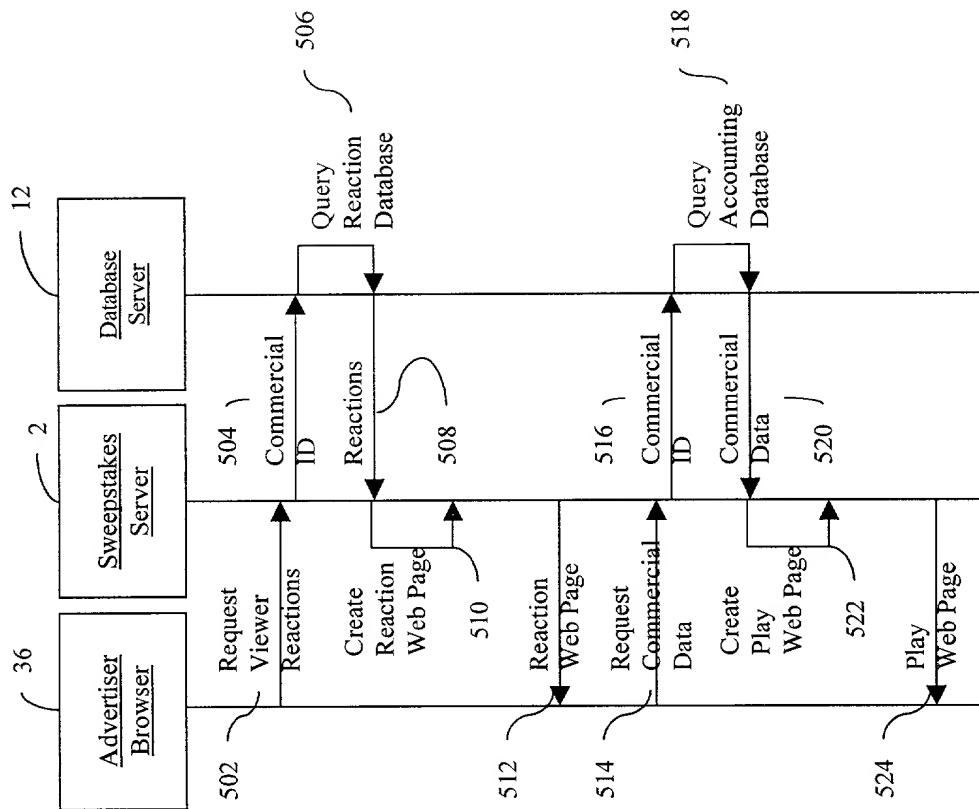


FIG. 6

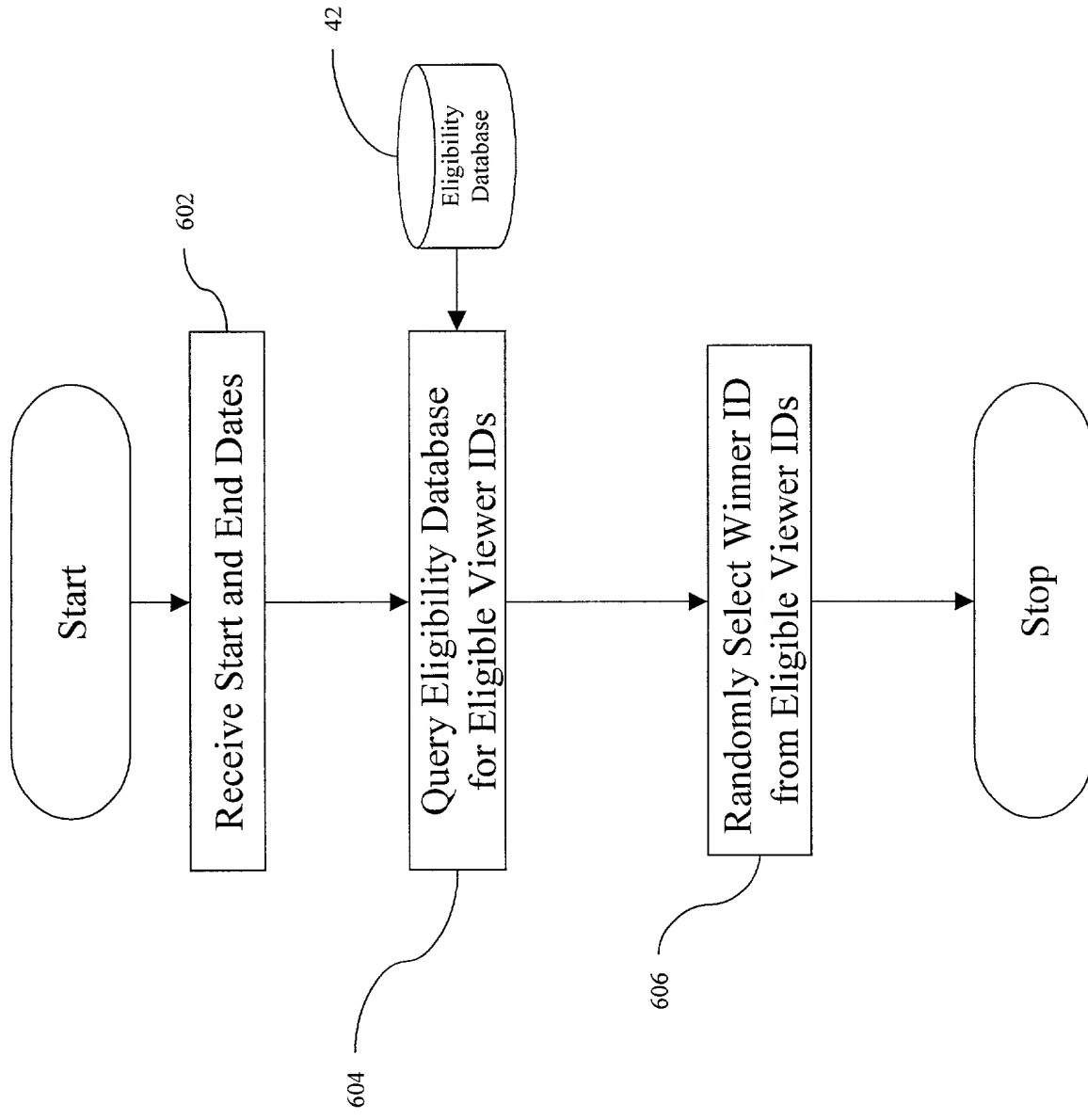


FIG. 7

Figure 1 consists of 12 scatter plots, labeled (a) through (l), each showing the relationship between a specific variable and the number of children. The x-axis for all plots is 'Number of children' (ranging from 0 to 10). The y-axis for each plot represents the variable being measured. The variables are: (a) Age, (b) Education, (c) Income, (d) Employment, (e) Health, (f) Religion, (g) Ethnicity, (h) Marital status, (i) Family size, (j) Social capital, (k) Parental involvement, and (l) Parental satisfaction. Each plot shows a positive correlation between the variable and the number of children.

## APPENDIX A

#	Item Description	Rough Estimate
<b>User Side Features</b>		
1	<p><b>FrontPage AutoDetect</b></p> <p>When a web viewer reaches the front page, they will be presented with some very targeted options:</p> <p>An explanation of how the site works: Watch Commercials for chances to win a million dollars.</p> <ul style="list-style-type: none"> <li>• Contact Us: Leads to an e-form and contact information</li> <li>• Jobs @ Win4Free: Leads to listings of employment ops</li> <li>• Investor Relations: A content page</li> <li>• Press Room: A page of news announcements</li> <li>• Terms &amp; Conditions: Rules &amp; Disclaimers</li> <li>• Privacy Policy: Policy stating how the information gathered will be used</li> <li>• A dropdown to select a language to view the site in</li> <li>• A button to click that leads to the LOGIN PAGE</li> <li>• A button to click that leads to SIGNUP PAGE</li> </ul>	4~6
2	<p><b>Member Signup System</b></p> <p>When a web user clicks to sign up, they are presented first with a Terms &amp; Conditions page, and a graphic to accept, which takes them to the next page of the signup wizard.</p> <p>They are then prompted for their email address (which will be used for the login id), First Name, Last Name, Gender, Age Range, Country, Zipcode, Password, Password CONFIRM and what they wish their default language to be. They then click NEXT.</p> <p>The next page prompts them for some demographic information (Categories). They can choose (checkbox style) the categories they are interested in viewing commercials from. They can ALSO choose an option for ALL (which uses a javascript to select all categories). They click a FINISH button.</p> <p>At this point, we have discussed the possibility of email verifying the members. We would send an email to their address (login id) which contained a URL to click (with a hashcode attached) that would confirm their signup and activate their account.</p> <p>It is presumed that after this confirmation, they'll see the same page that existing members who have logged in will see.</p>	12~20
3	<p><b>Multi-Language System</b></p> <p>When a user picks a Language choice from the front page, this will set a cookie that will make two things happen during their experience:</p> <ol style="list-style-type: none"> <li>1 – All text content (including signup questions, confirmation emails, etc) will be displayed in that given language.</li> <li>2 – All streamed video shown to the user will be targeted towards that language.</li> </ol> <p>This is a rather complex setup, since all prompts and graphics involved must have multi-language options. The installation of a new language option would be in the ADMIN, and there would be conditional directories used for each language.</p> <p>The client will do translations.</p>	20~40 not including actual translations.

4	<p><b>Member Login System</b></p> <p>When member goes to the login page, they will see a textbox to enter their email address, a textbox for password, a checkbox to "Remember my Login" and a link to "forgotten password". The forgotten password feature simply sends an email to that email address with the password.</p> <p>When a member logs into the system, they are presented with one of two options:</p> <ol style="list-style-type: none"> <li>1 – Start viewing commercials (Enter to Win).</li> <li>2 – Edit details about your account (the fields they entered during signup, barring the email address since that's their login id). It may be worth some discussion about what should be done in the instance that someone's email address changes. Perhaps an ID swap out would be necessary, but we'd have to take care that the new email address doesn't already exist in the database.</li> </ol>	12~16
5	<p><b>Windows Media Viewing System</b></p> <p>When a logged in member clicks to start viewing commercials (which are all going to be done in windows media format for this phase), they will see which commercial is in the queue for them to see. They will be able to choose from one of three different streaming speeds, DIALUP, DSL, and T1+.</p> <p>Once they choose their speed, the Windows Media File will start streaming.</p> <p>At the end of the streaming, they will be presented with a VOTE screen where they will choose between three different faces; sad, indifferent, happy. They are informed on this page briefly that they must vote for this commercial in order to get their entry placed into the contest.</p> <p>Once they have voted, they will see a screen that presents several possibilities to them:</p> <ol style="list-style-type: none"> <li>1 – Visit the ad-maker's website (which opens a NEW window to their website after tracking the click-thru to it).</li> <li>2 – Be shown the # of entries they've made for the day, and a button to click to view another commercial. They can view a max of 10 commercials per day as far as official entries, but they will be able to view commercials they've already seen. This implies that we'll be setting up some interface where they can review commercials they've seen before. Perhaps on the login page, will be a third option that says, "See already voted on commercials again" that sends them to a list?</li> </ol> <p>The actual selection of commercials to display to any given login is controlled by a number of determinants:</p> <ol style="list-style-type: none"> <li>1 – The login's current language (he/she will only see commercials entered for that language set)</li> <li>2 – The login's chosen category preferences (he/she will only see commercials that are in their category selections)</li> <li>3 – Commercials will be displayed first by PRIORITY (a numeric value attached to commercials in admin) and then by random shuffle. We will accomplish this by creating an "ARRAY" of 10 commercials for that login for the day. This array will first be populated with "PRIORITY" commercials, and if there were less than 10 priority commercials total (across all categories queried), it would then finish the array with a random shuffle of any commercials with ZERO (0) for a priority number.</li> </ol>	20~30

6	<b>Voting System (Contest Entries)</b> Some of this is covered above in item #5, but it's useful to make the following comments about the voting system: 1 – VOTING gives you an entry to win 2 – You can't vote until you've watched the entire commercial 3 – In admin will be a facility to make a random "drawing" selection from available votes (the votes table by daterange). 4 – The VOTES table will contain; user_id, commercial_id, vote (1-3), timestamp	15~20
<b>Administrative Features</b>		
7	<b>Commercials Admin</b> On the administrative side of this commercial media, the following features should be present: 1 – Ability to add categories to put commercials in. (this would also reflect on the signup wizard for categories as well). 2 – Get Statistics about commercial views, sorted by date or category or votes 3 – Enter the add a commercial wizard; <ul style="list-style-type: none"> <li>Choose the category for the new commercial and Language (Hmm, are categories the SAME across all languages, or do we have to maintain different categories for different languages?).</li> <li>Enter title of commercial, company name, product name, url to website, urlpath to T1 sized file, urlpath to DSL sized file, urlpath to DIALUP sized file, PRIORITY NUMBER or 0 for none. When this is stored in the database, we will also store the date created (and we should add a date_last_modified too).</li> </ul> <p>When admin sets a PRIORITY NUMBER, it was mentioned that client desires to put a "time limit" on a priority code (at which time it would presumably be set back to 0). This would mean we'd put an "expire date" next to priority number, and have a CF_Schedule that cycles through the commercials database daily and 0-sets any commercial that expires that day for priority.</p> <p><i>Notes: We should see some examples of stat reports about commercials that you'd like to see. Fortunately, reports are usually the last to get done, so we have time for that.</i></p>	15~?
8	<b>Member Admin</b> Here the Admin can look up members, and see stats about those users by date, by commercial, etc. Typical stats would include: Ability to drill down to votes/dates by user. View that member's clickthru stats. Ability to "draw a winner" by entering a daterange, and random drawing a winner who has voted. Admin will also be able to change details about a member in the admin section. <p><i>Notes: We should see some examples of stat reports about members that you'd like to see.</i></p>	8~?
9	<b>Other Administrative Reports</b> Aside from Member Reports & Stats, and Commercial View/Vote Reports & Stats, client may desire other kinds of demographics reports, like category choices, listings of URL clickthroughs, etc. <p><i>Notes: We should see some examples of these reports that you'd like to see.</i></p>	4~?

10	<b>Graphics, Design &amp; Layout</b> This is an area that we'll be playing by ear, we're going to take your look and feel, and refine upon it to allow for stretching pages (to fit content) and how the overall experience is presented to the user. We'll be providing some graphical comps of some ideas that are a variant of your theme.	20~30?
11	<b>ITEM TITLE</b> Item Text	
12	<b>ITEM TITLE</b> Item Text	

00/00T" E09/00/00

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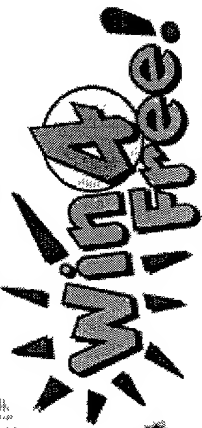
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Yes, you read right. Here you can win **ONE MILLION US DOLLARS** instantly and all you have to do is watch a TV commercial of your choice. The best part is that you can play 10 times every day effectively increasing your chances to win by 1,000%. If you want to make your dreams come true and become an instant millionaire, come on in.

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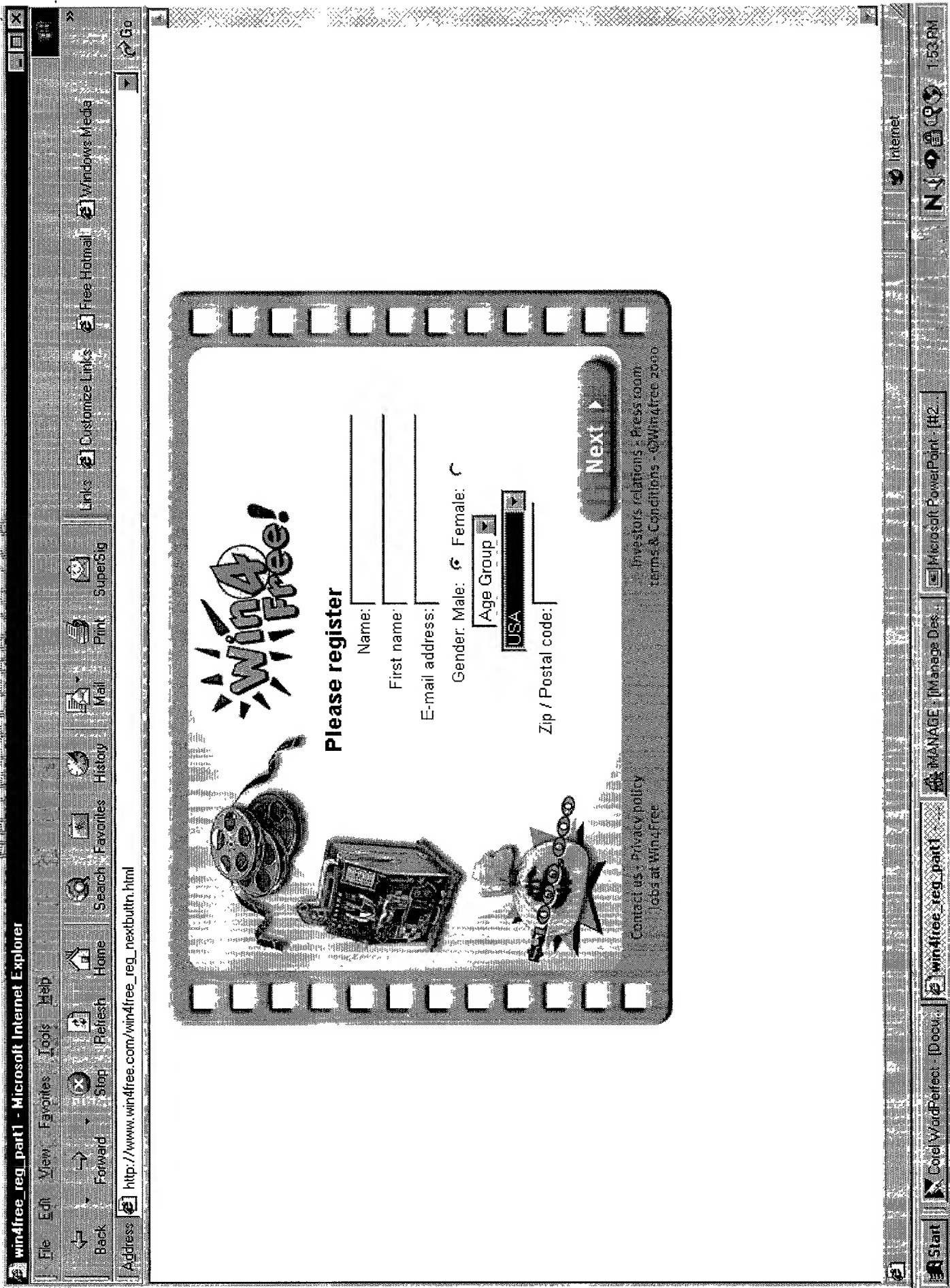
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Internet

1:51 PM





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**Please register**

Name:

First name:

E-mail address:

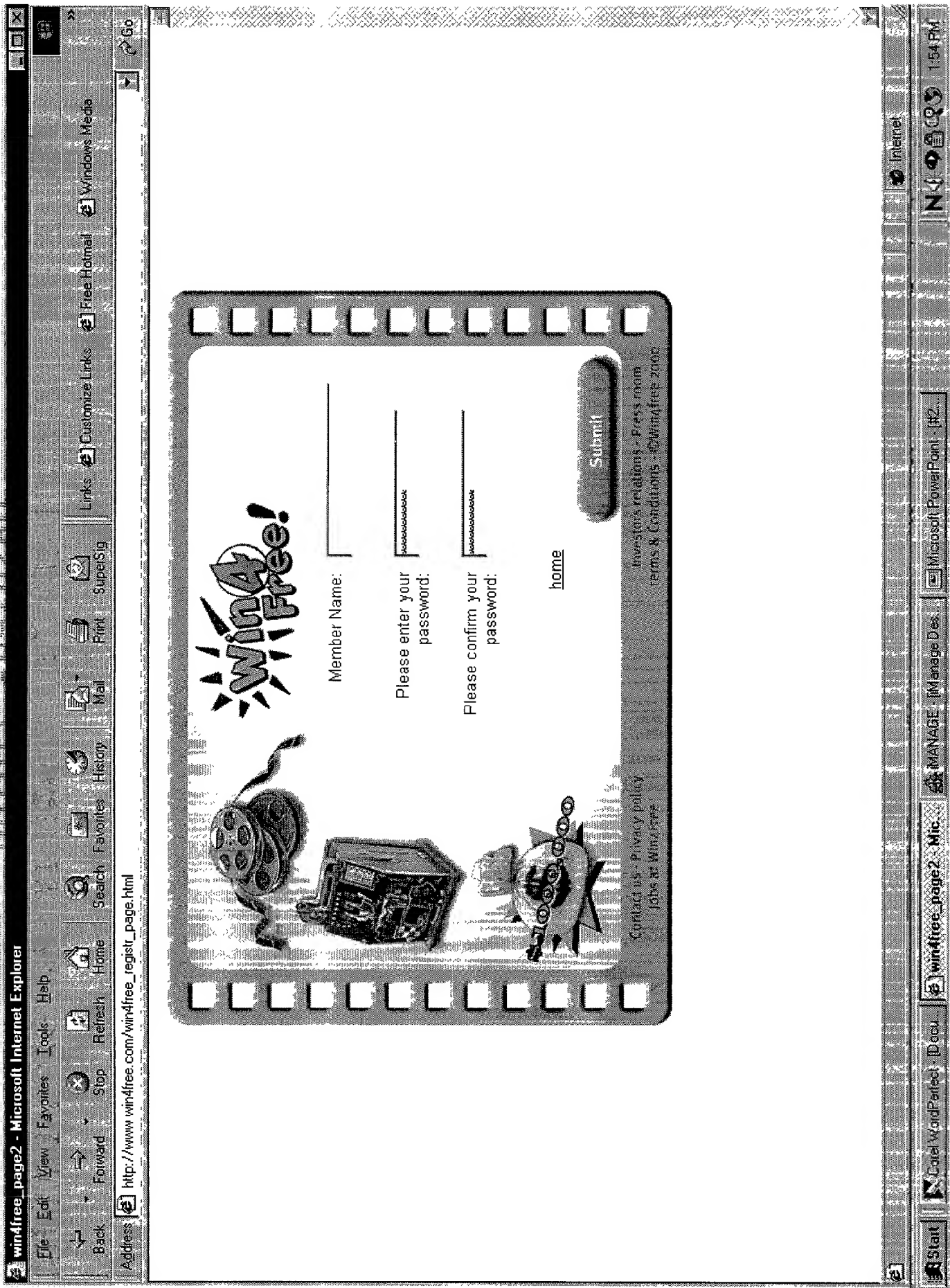
Gender: Male: ☒ Female: ☐

Age Group   
USA

Zip / Postal code:

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Member Name:

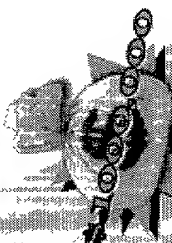
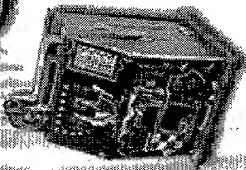
Please enter your password:

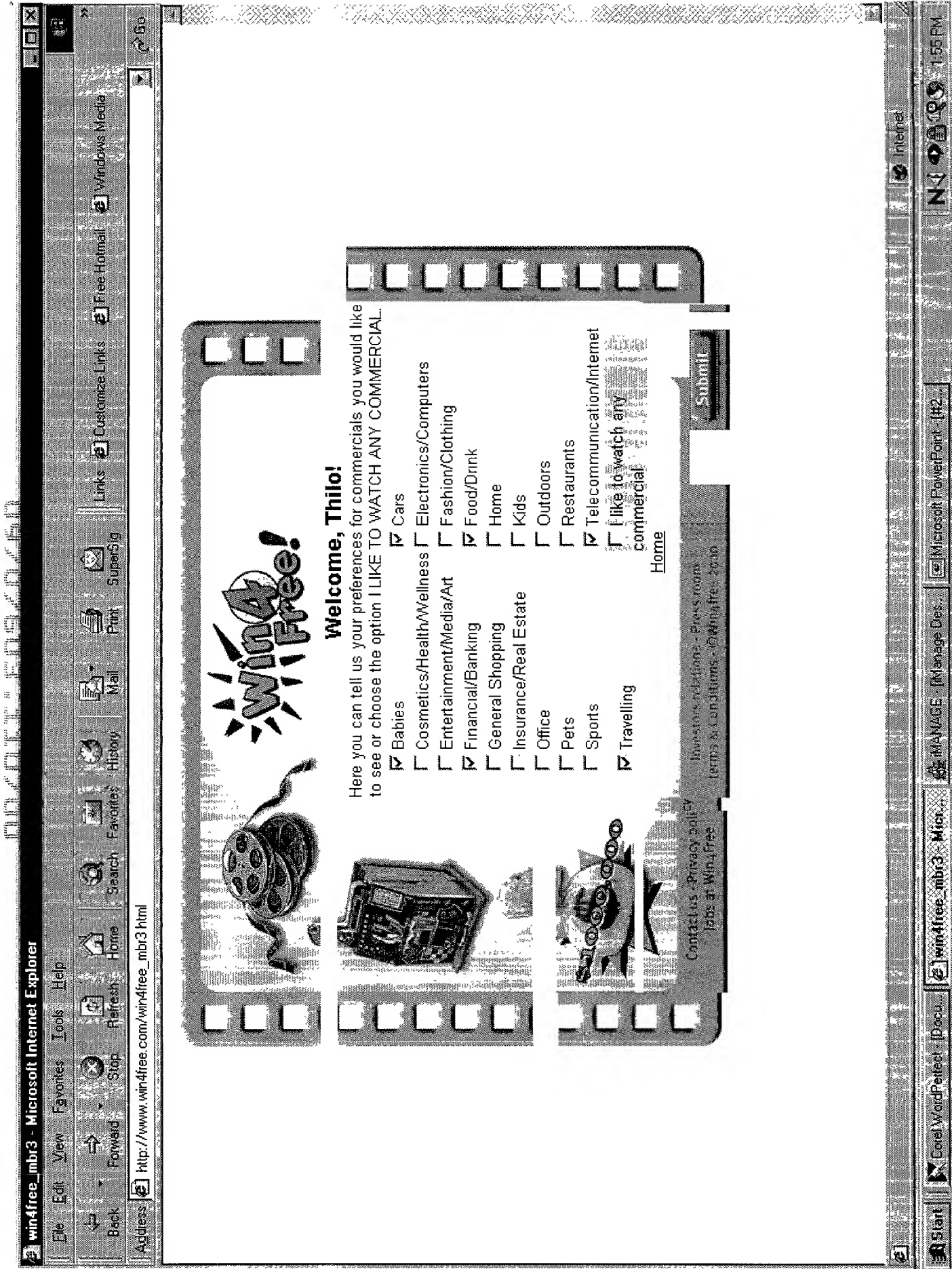
Please confirm your password:

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Welcome, Thilo!

Here you can tell us your preferences for commercials you would like to see or choose the option I LIKE TO WATCH ANY COMMERCIAL.

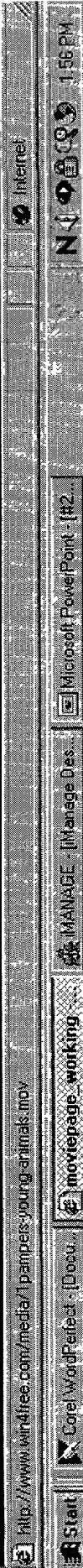
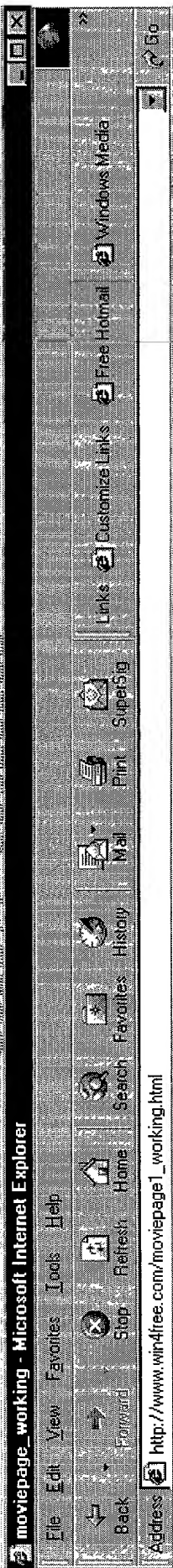
- ☒ Babies
- ☐ Cars
- ☐ Cosmetics/Health/Wellness
- ☐ Electronics/Computers
- ☐ Entertainment/Media/Art
- ☐ Fashion/Clothing
- ☒ Financial/Banking
- ☒ Food/Drink
- ☐ General Shopping
- ☐ Home
- ☐ Insurance/Real Estate
- ☐ Kids
- ☐ Office
- ☐ Outdoors
- ☐ Pets
- ☐ Restaurants
- ☐ Sports
- ☒ Telecommunication/Internet
- ☒ Travelling
- ☐ I like to watch any commercial

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**DECLARATION AND POWER OF ATTORNEY  
FOR PATENT APPLICATIONS**

PATENT

Docket No. : 41023/FLC/W391

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled METHOD AND APPARATUS FOR INCENTIVE BASED ADVERTISEMENT, the specification of which is attached hereto unless the following is checked:

\_\_\_ was filed on \_\_\_ as United States Application Number or PCT International Application Number \_\_\_ and was amended on \_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of the foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)

<u>Application Number</u>	<u>Country</u>	<u>Filing Date (day/month/year)</u>	<u>Priority Claimed</u>
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I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below.

<u>Application Number</u>	<u>Filing Date</u>
---------------------------	--------------------

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

<u>Application Number</u>	<u>Filing Date</u>	<u>Patented/Pending/Abandoned</u>
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**POWER OF ATTORNEY:** I hereby appoint the following attorneys and agents of the law firm CHRISTIE, PARKER & HALE, LLP to prosecute this application and any international application under the Patent Cooperation Treaty based on it and to transact all business in the U.S. Patent and Trademark Office connected with either of them in accordance with instructions from the assignee of the entire interest in this application;



**DECLARATION AND POWER OF ATTORNEY  
FOR PATENT APPLICATIONS**

**Docket No. 41023/FLC/W391**

or from the first or sole inventor named below in the event the application is not assigned; or from \_\_ in the event the power granted herein is for an application filed on behalf of a foreign attorney or agent.

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D. Bruce Prout	(20,958)	Grant T. Langton	(39,739)	Jun-Young E. Jeon	(43,693)
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Richard J. Ward, Jr.	(24,187)	Daniel R. Kimbell	(34,849)	John F. O'Rourke	(38,985)
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LeRoy T. Rahn	(20,356)	Syed A. Hasan	(41,057)	Josephine E. Chang	(46,083)
Richard D. Seibel	(22,134)	Kathleen M. Olster	(42,052)	Frank L. Cire	(42,419)
Walter G. Maxwell	(25,355)	Daniel M. Cavanagh	(41,661)	Harold E. Wurst	(22,183)
William P. Christie	(29,371)	Molly A. Holman	(40,022)	Robert A. Green	(28,301)
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Wesley W. Monroe	(39,778)	Raymond R. Tabandeh	(43,945)	Mark J. Marcelli	(36,593)

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

**DIRECT TELEPHONE CALLS TO : Frank L. Cire, 626/795-9900**

**SEND CORRESPONDENCE TO : CHRISTIE, PARKER & HALE, LLP  
P.O. Box 7068, Pasadena, CA 91109-7068**

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first joint inventor Thilo Gabler	Inventor's signature	Date
Residence and Post Office Address 2313 Hogan Lane, Lake Havasu City, Arizona 86406		Citizenship U.S.

FLC/cmc

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